第６講　　長文総合問題③

次の英文を読み，設問に答えなさい。

The consumer’s level of commitment to environmental issues, attitude, and behavior divides the green market. The Roper Organization categorizes five green consumer segments in the USA. First, “true-blue green” consumers strongly believe that their actions have an impact on the environment. They are willing to invest more on green products and willingly engage in ecological activities, like recycling and reusing leftover food for fertilizer. They are the most environmentally conscious consumer group and will make certain to purchase green products only from trustworthy, environmentally conscious companies. Second, “greenback green” consumers invest in more expensive green products, but are not willing to engage in environmental activities. In order to protect their lifestyle, these consumers only engage in environmental activities through monetary means. Third, “sprouts” are green consumers that support environmental regulations. Yet, they are less likely to spend more money on green products. Fourth, “grousers” believe that it is not their responsibility to solve environmental issues. This consumer group chooses regular products over green products to avoid higher costs. Finally, the “basic brown” segment believes that no amount of personal, commercial, or political effort can solve ecological problems.

As argued by Montague and Mukherjee, green consumers want products that will protect or benefit the environment, yet, they will not sacrifice the quality of their lives or change their lifestyles. According to Vermillion and Peart, consumers are not likely to purchase a product only for its

environmentally friendly attributes. A product must also contain an added benefit, such as safety, health, or cost efficiency. [(1)] , research indicates that consumers will not sacrifice product characteristics such as convenience, availability, price, quality, and performance in place of green or eco-friendly characteristics. Instead, green and non-green products must be deemed equivalent in regard to these attributes in order for most consumers to even consider purchasing the green product.

今日のポイント

＜語彙＞

＜論理構成＞

Additionally, green consumers may harbor distrust and bias against large corporations and advertisers. A report by Green Gauge revealed that 55 percent of consumers surveyed believed that products that allege ecological attributes actually possess no green qualities. This segment of green consumers can be the greatest challenge for marketers. Therefore, research aiming to understand why so-called Millennials do not adopt green products is important since it reveals marketing communication tactics that may potentially switch non-purchasers to purchasers of green products.

The twenty-first century introduced the Millennial Generation; a new demographic segment comprised of individuals between the ages of 18 and 34. Millennials are said to be extremely diverse, educated, and technologically *savvy. Some studies have discovered that this group of consumers is the most environmentally conscious. According to the *College Explorer*, 33 percent of college students surveyed favor socially and environmentally friendly brands. Studies have also shown that educated consumers are increasingly worried about the long-term effects of products on their health, community, and environment.

Marketing to the Millennial Generation creates a profitable opportunity, for many companies. In fact, this generation of consumers is estimated to be a $54.3 billion opportunity for marketers. Attracting Millennials is important because younger consumers may influence the purchases of their peers and families. Peer relationships create a social pressure to [(2)] group norms, such as brand preferences, and in Western society, social pressures are found to be a major influence on the green purchase behavior of adults.

< 語彙 >

< 論理構成 >

In addition, this generation of consumers may be the most educated. According to the Pew Research Center, pressure from parents to attain a university-level education and the lack of jobs due to the current recession will influence Millennials to stay in school. The recession will influence young consumers to reduce their personal expenditures, and once the economy improves, Millennials will have accumulated large personal savings. Furthermore, education may increase Millennials' awareness of the benefits of going green.

（注）*savvy : 実際的知識がある

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（15 慶應義塾大　商）

In the context of the passage, choose the best answer for each question.

(1) Choose the most appropriate word to fill in the blank. The answer is: [(1)].

① Afterwards　② Likewise　③ Oddly　④ Approximately

(2) Choose the most appropriate word to fill in the blank. The answer is: [(2)].

① go against　② turn down　③ conform to　④ follow up

(3) Which one of the following is TRUE? The answer is: [(3)] .

① Millennials are environmentally conscious people, but they are unlikely to buy green products even after the economy improves

② It is impossible for most consumers to see the distinction between green products and non-green products

③ Millennials lack significant interest in environmental issues because of their biases against large corporations that produce green products

④ Out of the five segments of consumers described in the passage, only the first two do not hesitate to spend extra money on green products

(4) Which one of the following is FALSE? The answer is: [(4)] .

① The author implies that business and environmental issues are closely related to each other

② Although the passage says "five segments of green consumers," some segments consist of people who are not interested in green products

③ Green consumers believe that the qualities of green products are superior to those of non-green products

④ Many people in the Millennial Generation are highly educated partly because their parents have pushed them to stay in school

(5) The author of the passage thinks that marketing tactics directed at Millennials are important because [(5)].

① they were brought up by parents who favored green products

② they may influence the purchases of their peers and families

③ they devote themselves fully to sacrificing their lifestyles to purchase green products

④ they are compelled by universities to acknowledge the benefits of green products

(6) Which one of the following is TRUE? The answer is: [(6)].

① Some educated consumers are worried about the long-term effects of products not only on their health but also on the environment

② In order to be called a "true-blue green" consumer one cannot have doubt about the positive aspects of environmentally friendly products

③ Environmentally conscious people insist that education is one of the keys to increasing support for green causes

④ People are no longer called green consumers if they dislike large corporations and advertisers of green products

(7) This passage is primarily focused on [(7)].

① corporate ethics　② green corporations

③ generation gaps　④ business opportunities

NOTE

大学別対策講座　慶應義塾大英語　復習テスト　第六回

次の見出しの表現に合う適切なものを，①～④から一つ選びなさい。

1. commitment

① 犯罪　② 関わり　③ 違反　④ 行為

2. categorize

① 罰する　② 分類する　③ 想定する　④ 受け取る

3. engage in

① 参加する　② 変形する　③ 移動する　④ 後悔する

4. responsibility

① 回避　② 責任　③ 不景気　④ 体調

5. sacrifice

① 逃げる　② 戦う　③ 犠牲にする　④ 撤回する

6. attribute

① 特質　② 不動産　③ 危機　④ 批判

7. segment

① 機会　② 側面　③ 理解　④ 区分

8. harbor

① 避ける　② 撤回する　③ 抱く　④ 繰り返す

9. peer

① 達成　② 仲間　③ 歩道　④ 感謝

10. norm

① 基準　② 成長　③ 遅れ　④ 速度

NOTE

慶應義塾大英語　第6講　解答

＜解答＞

⑴ ②　⑵ ③　⑶ ④　⑷ ③　⑸ ②

⑹ ①　⑺ ④

＜全訳＞

消費者の環境問題への取り組み，姿勢，行動の度合いによって，グリーンマーケット（環境保護に関連する市場）は分類される。ローパー協会は，アメリカにおいて，緑の（環境に配慮した行動をする）消費者を五つのグループに分類している。まず始めに，「true-blue green（忠実で環境意識の高い）」消費者は，自分たちの行動が環境に影響を与えると強く信じている。彼らは，より多くのお金を環境に優しい製品に投資することをいとわないし，リサイクルや食べ残しを肥料に再利用するといった環境保護活動に，すすんで参加する。こうした人々は，環境問題に対してもっとも意識の高い消費者グループで，信頼のおける，環境への意識が高い企業からしか環境に優しい製品を買わないようにしている。第二に，「greenback green（環境のために出費を惜しまない）」消費者は，より高価な環境に優しい製品にお金を使うが，すすんで環境保護活動には参加しない。自分たちのライフスタイルを守るために，こうした消費者は金銭の手段を通じてのみ環境保護活動に参加する。第三に，「sprouts（環境問題に中立な人）」は，環境規制を支持する，環境に優しい消費者だ。しかし，こうした人たちが環境に優しい製品により多くのお金を費やす可能性はより低くなる。第四に，「grousers（環境問題に関わりを持たない人）」は，環境問題を解決するのは自分たちの責任ではないと考えている。この消費者グループは，出費がより高くなるのを避けるために，環境に優しい製品よりも普通の製品を選択する。最後は「basic brown（環境問題に無関心な人）」のグループで，個人的，商業的，政治的努力では，どれだけやっても環境問題を解決できないと信じている。

モンタギューやムカルジーが主張するように，緑の消費者たちは環境を守り環境にプラスとなる製品を望むが，自分たちの生活の質を犠牲にしたり，ライフスタイルを変えたりはしない。ヴァーミリオンやパートによると，消費者たちが，それが環境に優しいという特質のためだけに製品を購入する可能性は低いとい

う。製品は，安全性，健康志向，コスト効率といった付加的なメリットも含んでいなければならない。同様に，研究によると，消費者は環境保護を謳った，あるいは生態系に優しいといった特質に代えてまで，利便性や有用性，値段，質，性能といった製品の特質を犠牲にすることはないとわかっている。その代わりに，ほとんどの消費者が環境に優しい製品を購入しようと考えるには，環境に優しい製品もそうではない製品も，これらの特質においては同等であると思われなければならない。

さらに緑の消費者は，大企業や大口の広告主に対して不信感や偏見を抱いているかもしれない。グリーンゲージの報告によると，調査対象の消費者の 55% が，環境に優しい特質を謳った製品は，実際には何も環境に優しい特質を持っていないと信じていた。この緑の消費者グループは，マーケティング担当者たちにとっては最大の課題となりうる。それゆえに，なぜいわゆるミレニアルズが環境に優しい製品を採り入れないかを理解しようとする調査が重要である。というのも，環境に優しい製品を購入しない層を，購入する層へと変える可能性を持つ，マーケティング上のコミュニケーション戦略を明らかにしてくれるからである。

21 世紀になって，ミレニアル世代，すなわち 18 歳から 34 歳の人々から成る新しい人口区分が導入された。ミレニアルズはきわめて多様で，教養があり，科学技術の実際的知識があると言われている。一部の調査によると，この消費者集団はもっとも環境意識が高いことがわかっている。カレッジ・エクスプローラーによると，調査対象の大学生の 33% が，社会と環境に優しいブランドを好んでいる。調査によると，教養のある消費者たちは，製品が健康や地域社会，環境に与える長期的な影響についてますます心配していることもわかっている。

ミレニアル世代に対するマーケティングによって，多くの企業にとって利益を上げるビジネスチャンスが作り出される。実際に，この消費者の世代は，マーケティング担当者にとって，543 億ドルのビジネスチャンスになると推定されている。ミレニアルズを引きつけるのが重要なのは，より若い消費者が仲間や家族の購買にも影響を与える可能性があるからだ。仲間との関係は，ブランドの好みといった集団の基準に従う社会的な圧力を作り出し，西洋の社会では，社会的圧力が環境に配慮した成人の購買行動にも重要な影響があるとわかっている。

さらに，この消費者の世代は，もっとも教養があるかもしれないのだ。ピュー・リサーチセンターによると，親が大学レベルの教育まで達するよう圧力をかけたり，現在の不景気によって仕事がなかったりするために，ミレニアルズは学校に留まることになるだろう。不景気は若い世代に影響を与えて個人消費を減らすが，

ひとたび経済が良くなれば，ミレニアルズはおおいに個人の貯蓄を増やしているだろう。さらに，教育によって，ミレニアルズは環境に優しくなるメリットにますます気付くようになるかもしれない。

第６講　重要語彙リスト

1	commitment	関わり，専念	21	harbor	抱く
2	categorize	分類する	22	bias	偏見，先入観
3	engage in	参加する	23	allege	提示する
4	ecological	環境保護の	24	so-called	いわゆる
5	leftover	食べ残し	25	tactics	戦略
6	fertilizer	肥料	26	switch	変える
7	conscious	意識のある	27	introduce	導入する
8	trustworthy	信頼できる	28	demographic	人口統計学の
9	means	手段	29	comprise of	～から成る
10	regulation	規制，制限	30	diverse	多様な
11	responsibility	責任	31	peer	仲間
12	segment	区分	32	norm	基準
13	commercial	商業上の	33	attain	達成する
14	sacrifice	犠牲にする	34	recession	不景気
15	attribute	特質	35	current	現在の
16	availability	有用性	36	expenditure	出費，支出
17	in place of	～の代わりに	37	once S V,	一度 S が V すると
18	deem	思う	38	accumulate	蓄積する
19	equivalent	同等の	39	savings	貯蓄
20	in regard to	～に関して	40	furthermore	さらに

第６講　音読用白文　① ② ③ ④ ⑤ ⑥ ⑦ ⑧ ⑨ ⑩

The consumer's level of commitment to environmental issues, attitude, and behavior divides the green market. The Roper Organization categorizes five green consumer segments in the USA. First, "true-blue green" consumers strongly believe that their actions have an impact on the environment. They are willing to invest more on green products and willingly engage in ecological activities, like recycling and reusing leftover food for fertilizer. They are the most environmentally conscious consumer group and will make certain to purchase green products only from trustworthy, environmentally conscious companies. Second, "greenback green" consumers invest in more expensive green products, but are not willing to engage in environmental activities. In order to protect their lifestyle, these consumers only engage in environmental activities through monetary means. Third, "sprouts" are green consumers that support environmental regulations. Yet, they are less likely to spend more money on green products. Fourth, "grousers" believe that it is not their responsibility to solve environmental issues. This consumer group chooses regular products over green products to avoid higher costs. Finally, the "basic brown" segment believes that no amount of personal, commercial, or political effort can solve ecological problems.

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In addition, this generation of consumers may be the most educated. According to the Pew Research Center, pressure from parents to attain a university-level education and the lack of jobs due to the current recession will influence Millennials to stay in school. The recession will influence young consumers to reduce their personal expenditures, and once the economy improves, Millennials will have accumulated large personal savings. Furthermore, education may increase Millennials' awareness of the benefits of going green.